

GUIDE

HARNESS THE POWER OF WEBINARS TO REACH NEW AUDIENCES AND GENERATE QUALITY LEADS





Since the pandemic, we've seen webinars transform from a niche marketing strategy to one of the most popular, effective, and personable forms of digital marketing.

A webinar is a seminar conducted over the internet. It allows you to host a virtual meeting without the need to find a suitable physical venue.

Vonazon's sales and marketing experts have vast knowledge on how to host successful webinars that draw a large online audience, increase brand and generate valuable leads.

Who Are We

Vonazon is equipped to effectively manage any area of a company's sales and marketing process. We are one of the most experienced and well-versed marketing agencies in the world offering marketing automation platform consulting services, including HubSpot set-up and management. We are proud to call ourselves HubSpot Elite Partners, an exclusive group of marketing agencies trusted to provide the highest level of support on the robust platform. At Vonazon, helping your business thrive is our number one priority.

How We Work

Vonazon is a full-service marketing and sales agency with dedicated teams for each phase of our marketing process. Our departments operate together like a well-oiled machine through collaboration between an incredibly talented and versatile staff and our amazing client base. We combine all our expertise and strengths to create marketing strategies, campaigns, webinars, materials, and maintenance services that are unparalleled in their quality and impact.

GETTING RESULTS WITH WEBINARS

73%

In the case of B2B, **73% of total webinar attendees turn into leads on average.**¹

95%

95% of businesses believe webinars are an important part of their marketing strategy.²

< 50

58% of marketers use webinars for content marketing, and 83% agree they are effective.

At least 57% of marketers host 50 or more webinars per year.³



¹ Bennett, S. (2022, December 4). 39 Webinar Statistics 2022.

² Connell, A. (2022, September 6). 25 Latest Webinar Statistics and Trends for 2022

³ Flynn, J. (2022, October 16). The Average Attendance Rate for a Webinar.

OUR STRATEGY FOR A SUCCESSFUL WEBINAR

1 Choose the Right Webinar Platform

There are various platforms that can be utilized to host a webinar, and each offer their own features and benefits. The primary features that you want to ensure your webinar platform includes are screen sharing, slideshows, recording, text chat, mobile-friendliness, and file sharing. Popular platforms that include all these features and more include Microsoft Teams, Zoom, and Google Meet. We work with you to choose the platform that perfectly meets your webinar's needs.

2 Attract the Right Audience

We use our brilliant marketing strategies to fill your webinar with an audience that will be interested in the topics you're discussing. We use effective advertising tactics to put your webinar in front of your target audience and create campaigns and strategies that create interest in your upcoming online event.

3 Send Invites & Reminders

Once your webinar has attracted sign-ups, we ensure that your event stays top-of-mind with invites and frequent reminders. Through marketing automation platforms like HubSpot, we utilize various points of contact to guarantee your signups attend your webinar.

4 Write an Engaging Script

Our content team will work with your company to create an entertaining and engaging script that perfectly matches the tone of your brand.

5 Presentation

We have extensive experience producing high-quality webinars and podcasts with top audio and video equipment. We understand the impact that a beautiful and organized presentation has on viewers and work with you to create a memorable and attractive webinar that will retain the interest of your audience throughout.

6 Create an Agenda & Test

We work with you to create an agenda that keeps your webinar organized and engaging. Once the agenda is set, we will provide guidance and advice through test webinars, to ensure there are no hiccups during the big day.

7 Cultivate Leads

Once your webinar is over, we use our unique and effective marketing strategies to turn your new leads into customers. We utilize effective lead cultivation and nurturing strategies such as drip campaigns and email marketing to ensure your webinar was worth all the hard work you put into it.

CONTACT US



INTERESTED IN HOSTING A WEBINAR OF YOUR OWN?

Contact us to get started.

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